

HUB REVIEW FINDINGS - GREAT AMERICA STATION

Date of Hub Review:

October 16, 2006

Participants:

Jim McCrae, Metropolitan Transportation Commission (MTC); Jim Unites, Santa Clara Valley Transportation Authority (VTA); Dave Pitton, City of Santa Clara; Carol Levine, Wilbur Smith Associates; Harley Goldstrom, Harley & Associates.

Existing Hub Conditions:

The Great America Station functions as a key connection point for ACE and Capitol Corridor Amtrak trains between the Sacramento, Colfax, and Stockton areas and Silicon Valley. This hub is located directly under the Tasman Drive/LRT overcrossing on Stars and Stripes Drive. The hub is served by ACE and Capital Corridor Amtrak trains and by eight VTA/ACE shuttles which are timed to meet the ACE trains during the morning and evening peaks. The shuttles provide last mile connections to local Santa Clara businesses and offices. In addition, VTA bus and LRT service is available off-site. Stops for VTA bus routes 59, 140 and 330 are located on Lafayette Street across the train tracks from the Great America Station.

CORRECTIVE ACTIONS

WAYFINDING:

The station is identified on signage and printed materials as both Santa Clara, CA and Great America. Although this station is compact, passengers would benefit from directional signage, especially indicating off-site transit connections or destinations.

Wayfinding program corrective actions should include but are not limited to:

Identification of station or transit operator

- Establish a consistent name for the hub and reinforce this name on all schedules and printed materials (see checklist question #4, photos #2-3);
- Install a pathfinder sign program to help guide passengers to and from the station along local roads and between the Lick Mill LRT station (see checklist questions #1, 2; photos #4-6);
- Use operator logos for ACE, Capital Corridor and VTA shuttles on the pathfinder signage and at hub entrances (see checklist questions #3, 5);

MTC Regional Transit Hub Performance Review Project

HUB REVIEW FINDINGS - GREAT AMERICA STATION

Moving around or entering or exiting the station

- Group vital connection information in a central location. Since this station is compact, one location should be adequate (see checklist question #8);
- Install signs at decision points to off-site light rail and bus stops and location of customer information/RTIC installations. Delineate the accessible pathway throughout the hub (see checklist questions #9, 10, photos #4-6);
- Include walking time or distance to off-site connections (see checklist question #11).
- Include VTA LRT station name (Lick Mill) on directional signage (see checklist question #11, photo #5).
- Use consistent and bold arrow design at all decision points (see checklist question #16);
- Add international icons and symbols where appropriate;
- MTC will work with a transit operator who will take the lead on the development of comprehensive and consistent wayfinding sign improvement program, including providing funding for program development and P S & E costs.

Identification of where to board or wait for transit

- No corrective actions recommended

CUSTOMER INFORMATION:

Customer information is scattered throughout the station and can be found in display cases, in bus shelters and on bridge supports. Formats are not consistent; local information is out-dated and incomplete. Customer information displays should be coordinated with the new wayfinding sign program at key locations within the facility. The new program would address, but not be limited to, the following customer information elements:

Regional Transit Information (RTIC)

While no RTIC currently exists at this hub, checklist comments suggest the following:

- Provide an RTIC installation at the center of the station near the ACE ticket booth. If possible, integrate this information with local transit and hub vicinity information. (see checklist question #27). The RTIC would include:
 1. The regional 511.org transit map; and
 2. Subregional or system map for local operators.
- The wayfinding signs described above would direct passengers to the RTIC information cases with the international icon for information.

HUB REVIEW FINDINGS - GREAT AMERICA STATION

Local Transit Information

- Centralize customer information and incorporate it with RTIC installations wherever possible (see checklist questions #28-32);
- Establish two locations (near RTIC and at VTA shuttle loading area) where customer information is provided including (see checklist questions #28-32; photos #9-12):
 1. Subregional or system map for local operators;
 2. Schedules and service hours;
 3. Fares and specific system information;
 4. Hub layout map; and
 5. Local vicinity map.
- Update and relocate current local vicinity map; existing map is incomplete and posted too high to meet ADAAG guidelines (see checklist question #30, photo #8);
- Identify ACE ticket booth as such and add hours of operation. The booth can be used for distribution of printed materials (see checklist question #33).

REAL-TIME SIGNAGE:

Existing Real-Time Signage

- Currently real-time signs are provided at two locations in the hub: by the ACE ticket booth and at the train shelter (photo #13). These signs appear to be managed by Capital Corridor; however this has yet to be confirmed, as the operators name and logo do not appear anywhere near or on the sign.

Future Real-Time Signage Installations

The following corrective actions are suggested to improve operations at the hub:

- Expand existing real-time information for all service providers, particularly ACE, Capital Corridor, VTA LRT and VTA shuttle services (see checklist questions #38, 39);
- Add a real-time display at the shuttle boarding area.

MTC Regional Transit Hub Performance Review Project
HUB REVIEW FINDINGS - GREAT AMERICA STATION

STATION PHOTOGRAPHS



1. Direction to station from Lafayette St. Sign is difficult to see and does not include station name.



2. Station identification sign.



3. Station identification at tracks. Note: Different station name from Photo 2.



4. Directional signage up stairway to Lick Mill VTA Light Rail Station located on Tasman Drive. Note: Sign does not include LRT station/stop name or distance.

MTC Regional Transit Hub Performance Review Project

HUB REVIEW FINDINGS - GREAT AMERICA STATION



5. Directional signage to Lick Mill LRT Station at top of stairway from Great America Station. Note: Sign does not include LRT station/stop name or distance and is not positioned at eye-level.



6. Directional signage from top to stairway to Great America Station below. Note: Sign does not include station name and is small and not positioned at eye level.



7. Capitol Corridor map and schedule information.



8. Local vicinity map. Note: Shows location of bus stops and LRT station but does not include station name or route numbers. Also does not include location of Lick Mill LRT Station which is closest to this transit hub.

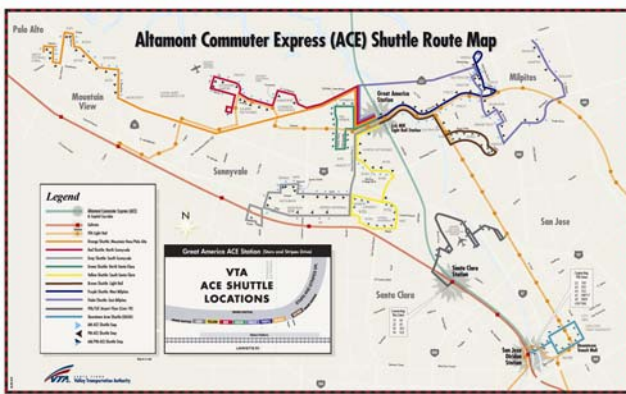
MTC Regional Transit Hub Performance Review Project
HUB REVIEW FINDINGS - GREAT AMERICA STATION



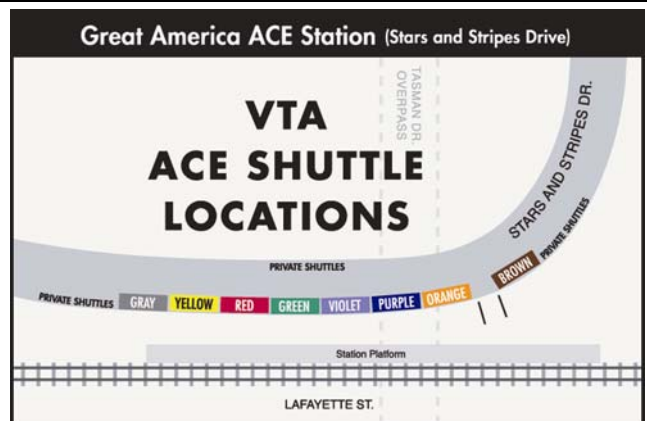
9. Local information placard.



10. ACE information display.



11. Shuttle route map included in ACE display.



12. Shuttle location map included in ACE display.



13. Real-time/variable signage display.

MTC Regional Transit Hub Performance Review Project
HUB REVIEW FINDINGS - GREAT AMERICA STATION

Hub Review Checklist Summary			
			WAYFINDING
			Identification of station or transit operator
Yes	No	N/A	
1	4		1. The hub is clearly identified, visible from surrounding roadways by vehicular and pedestrian traffic. <ul style="list-style-type: none"> • Yes, limited Amtrak trailblazer signs which are difficult to find and see.
1	4		2. Entrances into the hub are clearly identified, visible from approaches by vehicular and pedestrian traffic. <ul style="list-style-type: none"> • Yes, however need to improve trailblazer signs.
2	3		3. Transit operators serving the hub are clearly identified at the entrances with their logo and name. <ul style="list-style-type: none"> • Some VTA logos • Needs to be more consistent.
1	3		4. Station identification reinforces information on printed maps and schedules. <ul style="list-style-type: none"> • Inconsistent on maps and station signs; Santa Clara on some, Great America on others.
2	2		5. Station name is identified on the entrance sign along with agency logo. <ul style="list-style-type: none"> • Only Amtrak logo is visible, not others

MTC Regional Transit Hub Performance Review Project
HUB REVIEW FINDINGS - GREAT AMERICA STATION

			Moving around or entering or exiting the station
Yes	No	N/A	
2	3		6. Agency logos are included with names on directional signs within the facility. <ul style="list-style-type: none"> • Yes, mostly VTA • ACE and Capital Corridor are not well identified.
3	1	1	7. Turnstile level street exit directional signs also include connection agency names and logs. <ul style="list-style-type: none"> • Yes, mostly VTA
1	2	1	8. Vital connections information is grouped together on signs. <ul style="list-style-type: none"> • No, each operator has there own area. This needs improvement.
4	0		9. Connection directions are provided at each decision point and there are no gaps in the connection directional information flow. <ul style="list-style-type: none"> • This station is not well identified to or from Lick Mill LRT station.
1	4		10. Exiting directional signs list a hierarchy of the popular destinations and connecting services to reach these destinations. <ul style="list-style-type: none"> • Signs do not show closest Lick Mill LRT station.
2	3		11. Where connecting transit service is not within the station, clear directional signage (including walking distance) is provided to these services. All sign placement complies with 2004 ADAAG guidelines. <ul style="list-style-type: none"> • Walking distance information to Lick Mill LRT would be helpful. • VTA bus on Lafayette Street is not accessible. This service is addressed by paratransit.
0	3	2	12. In stations with multiple track/gate or train/ferry service, confirmation of agency, destination, and real-time departure is associated with those services.
2	2		13. Clear sightlines are maintained to signs and all sign placement complies with 2004 ADAAG guidelines. <ul style="list-style-type: none"> • Many signs cannot be seen from a distance.
4	1		14. Exiting connection information is color-coded to emphasize and make it easier to find directions and connections. <ul style="list-style-type: none"> • Yes, eight color coded shuttles. This is very good and easy to use.
3	2		15. Signs are legible with adequate message size appropriate for viewing distance, proper contrast ratios, and illumination levels. <ul style="list-style-type: none"> • Some sign are too small.
3	2		16. Arrows are of consistent design and are bold in visual balance with text and are closely associated with their messages. <ul style="list-style-type: none"> • Some inconsistent arrows and limited agency logos. • This would be easy to improve.

MTC Regional Transit Hub Performance Review Project
HUB REVIEW FINDINGS - GREAT AMERICA STATION

			Identification of where to board or wait for transit
Yes	No	N/A	
4	1		17. Transit boarding platforms are clearly and boldly identified. <ul style="list-style-type: none"> One side of the information display board is blank. Add additional regional or customer info here.
1		4	18. Where a particular transit route utilizes different boarding points for opposite directions of travel, directional signage is provided to the different boarding point including platform route number, name, and route terminus (a place name).
1	3	1	19. At commuter rail, ferry terminals or bus stations, the boarding area identification number is large and bold with service agency, destination, number, and "real-time" departure is provided. <ul style="list-style-type: none"> Real-time for Capital Corridor
3	2		20. Schedule frequency and last departure information are provided at transit boarding platforms and are consistent with 2004 ADAAG guidelines. <ul style="list-style-type: none"> Yes for Capital Corridor but no for ACE
1	1	3	21. Bus stop signs have agency logos large and bold. <ul style="list-style-type: none"> No, too small and not clear about which service is provided at the shelter.
0	2	3	22. Bus stop signs have accessibility and parking restrictions as auxiliary signs below the basic bus stop signs. <ul style="list-style-type: none"> Need parking signs for south parking lot.
2	2	1	23. Bus route identification on bus stop signs comply with 2004 ADAAG Guidelines - minimum 2" route number character height.
1	2	1	24. Bus stop sign faces are visible from each approach direction.
1	2	1	25. Bus shelters have associated bus stop signs which are consistent with the design guidelines described in this checklist.

MTC Regional Transit Hub Performance Review Project
HUB REVIEW FINDINGS - GREAT AMERICA STATION

			Customer Information
Yes	No	N/A	
			Regional Transit Information (RTIC)
0	4	1	26. Transit information in Regional Transit Information Display Cases is accurate and easy to read. <ul style="list-style-type: none"> No RTIC, only local operator information. There is a space that regional transit information could be provided.
0	4	1	27. Transit operator and route maps for the nine-county San Francisco Bay Area are posted in the Regional Transit Information Display Cases. <ul style="list-style-type: none"> Only sub-regional for VTA, ACE and Capital Corridor
			Local Transit Information
0	4	1	28. Hub specific information is provided in a case adjacent to the Regional Transit Information Display Case and at other critical locations at the hub. <ul style="list-style-type: none"> Not grouped with other maps.
1	3	1	29. Hub layout maps are provided in the hub information display case.
0	4	1	30. Map of hub vicinity with landmarks and attractions is posted in the hub information case. <ul style="list-style-type: none"> This map is not accessible per ADAAG.
1	3		31. Posted transit information (i.e. maps, schedules) is well maintained, accurate and easy to find. <ul style="list-style-type: none"> Scattered around the station and hard to find May not be accurate
4	2		32. Schedules, fare, transfer information and hub layout maps are located near bus stops and loading platforms. <ul style="list-style-type: none"> Inconsistent information. Needs improvement.
0	3	2	33. Printed schedules and maps distributed at the hub contain accurate information and are consistent with the information provided in the Regional Transit Information Display Cases. <ul style="list-style-type: none"> No schedules distributed. Ticket agent is only there part-time during commute periods.

MTC Regional Transit Hub Performance Review Project
HUB REVIEW FINDINGS - GREAT AMERICA STATION

			Existing Real Real-Time Signage
Yes	No	N/A	
			Existing Real-Time Signage
4	1		34. Real-time signage is provided at the hub.
			35. Location of signs (indicate on station diagram). <ul style="list-style-type: none"> Capital Corridor sign by ACE ticket booth Capital Corridor sign under train shelter on platform.
			36. Description and photo of signage types. <ul style="list-style-type: none"> Both sign provide train #, time, date, safety information. The signs were not working well and may not be accurate
			37. Identification of transit services included on real-time signage (Include operator and mode). <ul style="list-style-type: none"> Operator not shown. Not clear who belongs to the signs!
			Future Real-Time Signage Installations
			38. Describe location(s) for future real-time signage locations (indicate on station diagram). Refer to Appendix A Real-Time Technology Guidelines page A-24 <ul style="list-style-type: none"> Expand existing real-time to include both Capital Corridor and ACE trains. May also want to include shuttle information.
			39. Describe transit services that would be included in real-time signage displays. Refer to Appendix A pages A-24-26. <ul style="list-style-type: none"> Provide next train, shuttle departure, time, date, and customer information.